

Take a “spring break” from traffic.

March 31–April 25, 2003

Relaxing (yet exhilarating) Promotion Ideas

Consider having a **Relax kick-off event** to encourage employees to use an alternative to SOV commuting. Help them plan carpools and vanpools through ridematching or find bus routes using the Metro Online Trip Planner. This is a great time to remind employees about the benefits of your company's CTR/Transportation Program.

Get interested but inexperienced bicycle commuters prepared for April and the bike-commuting season with personalized mentoring from a **Bike Buddy**. Bike buddies are available to help plan commute routes, discuss tips for safe and successful bicycle commuting, and initially ride routes with new riders. Call the Bicycle Alliance at 206-224-9252 to arrange for Bike Buddies.

Order **box lunches** for new commuters or those using an alternative more than X days each week.

Invite your employees to try vanpooling and really Relax! Metro invites all drive-alone commuters to ride in a Metro VanPool free for three days during the Relax promotion with a **Ticket to Ride**. Employees interested in trying out a vanpool should call 206-625-4500. A Metro representative will help them find a convenient vanpool and send them a ticket good for three free round-trip vanpool rides.

Create a **Commuter Hall of Fame** of employees who are new to non-SOV commuting or employees who have made non-SOV commuting a part of their everyday lives. Post your company's commuting success stories by your transportation information.

Order Metro and Sound Transit Free Ride Tickets and help employees' plan their own bus or Sounder rail commute easily and instantly when they log on to Metro's new **Online Trip Planner** at <http://transit.metrokc.gov/>. Employees just type in their origin and destination to generate a customized trip plan in seconds.

Consider giving **espresso coupons** to employees who participate, or arrange for an on-site espresso cart for a morning eye-opener or afternoon energizer.

And, finally, what could be more relaxing than an extra day off for your **Commuter of the Month**? Collect employee participation forms and conduct your own prize drawing prior to sending the forms in for the countywide drawing.

However you choose to promote the spring event...remember to have fun and **Relax!**

Relax.
There's more than one way to get there.

ride or drive
with someone else

take the train

ride the bus

walk to work

ride a bicycle

